

Message Text

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INFO OCT-01 NEA-10 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /048 R

DRAFTED BY COM/BIC/CAGNE/RFRUAN/JR

APPROVED BY EB/OCA/CM/LKLIEFORTH

BIC/OIM/PCD/SHAW

BIC/OIM/SAD/COZART

BIC/OIM/SAD/ALE

BIC/CAGNE/HALDANE

BIC/CAGNE/PBHALE

EB/OS;CA/CD/RDAY

NEA/IRN/BCMORTON

NEA/RA/HMONTGOM-RY

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R 210132Z JAN 76

FM SECSTATE WASHDC

TO AMEMBASSY TEHRAN

UNCLAS STATE 014336

E.O. 11652: N/A

TAGS: BEXP, IR

SUBJECT:APPROVED FY77 BIC/CAGNE TRADE PROMOTION SCHEDULE.

1. BASED ON OUR REVIEW OF ALL AVAILABLE MARKET SOURCES, THE FOLLOWING SCHEDULE OF BIC-SPONSORED TRADE PROMOTION EVENTS FOR FISCAL YEAR 1977 IS PROPOSED BY CAGNE FOR IRAN. THIS EVE SCHEDULE HAS BEEN COORDINATED WITH THE WORLD--WIDE BIC EVENT SCHEDULE AND IS FORWARDED FOR YOUR APPROVAL.

A. TRADE FAIR-COMMERCE WILL PARTICIPATE IN THE SANITARY, HOUSEHOLD APPLIANCES, HEATING AND AIR CONDITIONING EXHIBITION (SAHO) 24-30 NOV. 1977 IN TEHRAN ON A TYPE I BASIS.

B. TRADE CENTER EXHIBITIONS.

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OCT. 1976: BUSINESS EQUIPMENT AND SYSTEMS (FORMERLY SCHED-

ULED FOR SEPT. 1976).
DEC. 1976: MINING MACHINERY.
JAN. 1977: EDUCATIONAL SYSTEMS.
FEB. 1977: COMMUNICATIONS EQUIPMENT.
MAY 1977: INDUSTRIAL INTERMEDIATES.
JUN 1977: HI-FI/STEREO, HOME APPLIANCES.
NO SHOWS ARE SCHEDULED FOR NOVEMBER, MARCH, APRIL, JULY,
AUGUST, OR SEPTEMBER.

C. TECHNICAL SALES SEMINAR-PORT DEVELOPMENT SEMINAR TO
IRAN, EGYPT, SAUDI ARABIA, IN OCTOBER, 1976.

D. TRADE MISSIONS-(1) EL ELECTRONIC DATA PROCESSING
SPECIALIZED MISSION TO IRAN AND ISRAEL IN NOVEMBER, 1976.
(2) BUILDING AND X CONSTRUCTION MACHINERY AND EQUIP-
MENT TO IRAN AND ISRAEL IN DECEMBER 1976.

2. EMBASSY TEHRAN IS REQUESTED TO ADVISE COMMERCE(CAGNE)
OF RECOMMENDED SPECIFIC DATES IN MONTHS NOTED FOR EVENTS
CITED IN PARA 1 (B-D) ABOVE, WITH PARTICULAR VIEW TO LOCAL
HOLIDAY DATES.

3.FYI, BALANCE FY 76 PROGRAM AT USTC IS AS FOLLOWS:
FEB. 15-19 ENERGY SYSTEMS.
APRIL 25-29 BLDG., MTLs., AND CONSTR. EQUIPT.
MAY 16-20 FURNITURE.
JUN 20-24 MEDEX 76.

4. USG PARTICIPATION IN TEHRAN TRADE FAIR IN OCTOBER
1976 REMAINS UNDER STUDY; CONTINUATION OF ENTIRE COMMER-
CIAL PRESENCE FAIR PROGRAM IN USG FISCAL YEAR 1977 IS,
IN FACT, IN DOUBT. WE WILL ADVISE YOU WHEN DECISIONS
TAKEN. SISCO

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